

Message Text

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PAGE 01 STOCKH 00758 140916Z

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 029207

P R 140830Z FEB 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3946
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
RUDKSNXAMEMBASSY OSLO 2194

UNCLAS STOCKHOLM 758

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COUNTRY COMMERCIAL PROGRAM, STC: FY76 EVENT SCHEDULE
PROPOSED FY77 EVENTS.

REF: A. STOCKHOLM 586
B. STOCKHOLM 4417, 10/2/74
C. STOCKHOLM 2458, 6/10/74
D. STOCKHOLM A-127, 4/3/73
E. STATE 182557, 8/21/74
F. STATE 05312
G. A-9016
H. STATE 032932

1. AS SUGGESTED REF A. STC NEEDS ANOTHER MAJOR EVENT FOR
FALL SCHEDULE, BACK TO :(PRINTING EQUIPMENT AND
REPROGRAPHICS SHOWS PRESENT SERIOUS PROCUREMENT AND PROBLEMS
FOR ST: (SEE REF B), THUS WE STRONGLY URGE PRINTING
EQUIPMENT BE MOVED INTO OCTOBER.

2. WE WISH REEMPHASIZE THAT MICROWAVE THEME MUST NOT BE
SPECIFIED AS FOCUSING ON TELECOMMUNICATIONS (SEE PARA
3 REF C.

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3. GAP IN SPRING SCHEDULE COULD BE USED FOR A METAL PARTS

PRODUCTION EQUIPMENT EXHIBITION; ON-LINE MATERIALS HANDLING EQUIPMENT SHOULD BE INCLUDED. THIS GENERAL THEME WAS RECOMMENDED IN MAY 1972 MARKET RESEARCH STUDY AND ON-LINE MATERIALS HANDLING TRANSFER EQUIPMENT POTENTIAL WAS TARGETED BY OCTOBER 1973 METALS MARKET RESEARCH. ALTHOUGH JANUARY 1974 TIR METALWORKING AND FINISHING MARKET RESEARCH DID NOT RECOMMEND TRADE SHOW THIS THEME IT CONFIRMS GOOD SALES POTENTIAL NUMERICALLY CONTROLLED MACHINES, BORING MACHINES, TOOLS FOR MACHINE TOOLS, GEAR CUTTING, TURNING MACHINES. A GOOD DISPLAY FROM THE LEADING MANUFACTURERS OF NUMERICAL CONTROL EQUIPMENT AND ON-LINE ROBOTS IS A MUST IF THIS SHOW TO BE STAGED SUCCESSFULLY (SEE PARA B-3 REF D). OF COURSE THIS THEME VERY MUCH SUBJECT TO INDUSTRY ECONOMIC CONDITIONS WHICH DIFFICULT TO PROJECT FOR YEAR FROM NOW; HOWEVER ONE POSITIVE INDICATION IS CONTINUOUS RISE IN INDUSTRIAL INVESTMENT SINCE 1968 WITH A CALL IN 1975 SWEDISH BUDGET FOR ADDITIONAL INVESTMENT IN HEAVY INDUSTRY TO INCREASE EXPORTS AS COUNTER TO NEGATIVE BALANCE OF PAYMENTS EFFECTS OF RISE IN PETROLEUM IMPORTS COSTS.

4. BELIEVE LIQUID AND GAS FUEL TRANSMISSION JEEP INDICATED REF. E OVERLAPS JUNE ENERGY SYSTEMS THEME. STC SUGGESTS LASER AND ELECTRO-OPTICS THEME IN ITS PLACE.

5. FY76 SCHEDULE WITH THESE MODIFICATIONS AND OUR SUGGESTED JEEP DATES ARE:

FALL 1975 ELECTRONIC COMPONENTS EXHIBITION (IN TANDEM WITH FTC) SEPT 22-25
PRINTING EQUIPMENT EXHIBITION OCT 20-24
AVIONICS & AVIATION EQUIPMENT, (JEEP) NOV 18-20
MICROWAVE EQUIPMENT EXHIBITION DEC 8-12

SPRING 1976 ANALYTICAL INSTRUMENTS EXHIBITION JAN 12-16
LASERS AND ELECTRO-OPTICS, (JEEP) *3/4 10-12
SELECTED METAL PARTS PRODUCTION

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TELEVISION EQUIPMENT EXHIBITION MAR 8-12
REPROGRAPHICS EXHIBITION MAR 29-APR 2
PPV AND ELECTRIC VEHICLES (JEEP) APR 27-29
INTERMED EXHIBITION MAY 17-21
ENERGY SYSTEMS EXHIBITION JUNE 14-18

6. FY77 SUGGESTED THEMES:

FRANCHISING EXHIBITION SEPT

BUSINESS EQUIPMENT EXHIBITION OCT
HIGH TECHNOLOGY CONSUMER GOODS
(JEEP) OCT
FOOD PROCESSING AND PACKAGING EQUIP-
MENT EXHIBITION NOV
HIGH PERFORMANCE MATERIALS
(JEEP) DEC
SECURITY SYSTEMS EXHIBITION JAN
DATA GRAPHICS EXHIBITION FEBR
INSTITUTIONAL & COMMERCIAL
CATERING EQUIPMENT(JEEP) MAR
ELECTRO-MOTIVE MATERIALS HANDLING
EQUIPMENT EXHIBITION APR
PULP PAPER & CONVERTING EQUIPMENT
EEP & SYMPOSIUM MAY
ENVIRONMENTAL CONTROL EQUIPMENT
EXHIBITION JUNE

7. FULL CCP CAMPAIGN RECOMMENDATIONS (USING CAMPAIGN
WORKSHEET FORMAT) FOR FY'76 AND FY'77 BEING FORWARDED
BY AIRGRAM WPH SUMMARIES BY SEPTELS WHICH WILL
ELABORATE FURTHER ON MORE PRECISE PRODUCT RANGES
WITHIN THEMSE.

8. IN VIEW OUR CONTINUING EFFORTS PROGRAM VIABLE AND
PROMOTABLE THEMSE WITH OPTIMUM LIKELIHOOD OF SUCCESS
IN NORDIC MARKET REGION, SUBSTANCES THIS MESSAGE
REVIEWED QTH CA'S COPENHAGEN, HELSINKI AND OSLO WHO
CONCUR IN PRINCIPLE.
STRAUSZ-HUPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH00758
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750054-0173
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750239/aaaabjln.tel
Line Count: 145
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STOCKHOLM 586
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 07 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 MAY 2003 by RuthemTJ>; APPROVED <20 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM, STC: FY76 EVENT SCHEDULE PROPOSED FY77 EVENTS.
TAGS: BEXP, SW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006